

WHAT IS CLAIMED IS:

1. A method for providing demographic information for a geo-demographic cluster area within a predefined geographic region, the method comprising:

providing a first database, the first database having a number of data records that
5 directly or indirectly relate to occupants in the predefined geographic region;

providing a second database, the second database having a number of different data records that directly or indirectly relate to occupants in the predefined geographic region;

associating selected data entries in the first and second databases with parcels of
10 land;

generating household-specific demographic profiles for each parcel of land using the data records in the first and second databases; and

generating an aggregate data set for at least two parcels of land by combining the household-specific demographic profiles for each of the at least two parcels of land.

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2. A method according to claim 1 wherein the at least two parcels of land are geographically adjacent to one another in the predefined geographic region.

3. A method according to claim 1 wherein the aggregate data set includes one
20 or more data entries that include a union of selected data records in the household-specific demographic profiles for the at least two parcels of land.

4. A method according to claim 1 wherein the aggregate data set includes one or more data records that are produced by analyzing selected data records in the household-specific demographic profiles.

5. A method according to claim 4 wherein selected data records of the aggregate data set are a summary of the selected data records in the household-specific demographic profiles.

6. A method according to claim 5 wherein at least one data record in the first database and at least one data record in the second database identify one or more occupants in each of the at least two parcels of land.

7. A method according to claim 6 wherein one of the data entries of the aggregate data set include a summary of the number of occupants of the at least two parcels of land.

8. A method according to claim 1 wherein at least one of the household-specific demographic profiles has a record that cannot be determined from the data entries in the first and second databases.

9. A method according to claim 8 further comprising:
generating the entry by projecting from one or more data records in one or more other household-specific demographic profiles.

10. A method according to claim 8 further comprising:

generating the record via a model that uses one or more selected data records in the corresponding household-specific demographic profiles.

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11. A method according to claim 8 further comprising:

generating the record via a model that uses selected data records in the first and second databases.

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12. A method according to claim 1 wherein the aggregate data set has a record that cannot be determined by combining the household-specific demographic profiles for each of the at least two parcels of land.

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13. A method according to claim 12 further comprising:

generating the record by projecting from one or more data records in one or more other aggregate data sets.

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14. A method according to claim 1, further comprising providing a user access to the aggregate data set.

15. A method according to claim 14, further comprising preventing the user from accessing the household-specific demographic profiles.

16. A method according to claim 1 wherein the first database is a postal service database that includes a number of data records that identify street addresses and occupant names for selected parcels of land in the predefined geographic region.

5 17. A method according to claim 1 wherein the first database is a drivers license database that includes a number of data records that identify driver's names, street addresses, and ages.

10 18. A method according to claim 1 wherein the first database is a property tax database that includes a number of data records that identify street addresses, owner's names, and appraisal values for selected parcels of land in the predefined geographic region.

15 19. A method according to claim 1 wherein the first database is a motor vehicle registration database that includes a number of records that identify vehicle owners names, addresses, and types of vehicles.

20 20. A method according to claim 1 wherein the first database is a utility database that includes a number of data records that identify street addresses and occupant names.

21. A method according to claim 1 wherein the first database is a school database that includes a number of data records that identify children names, ages, and street address.

5 22. A method for providing an aggregate data set for at least two households within a predefined geographic region, the method comprising:

obtaining two or more datasets that provide at least some information that is related to at least two of the households on at least one parcel of land;

10 associating the information in the two or more datasets with a corresponding one of the at least two households on at least one parcel of land; and

creating an aggregate data set for a predefined set of the two or more households by combining the information that is associated with the predefined set of households and associating the aggregate data with the parcel of land.